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FEBRUARY, 1959

Shoptalker

THE MAGAZINE OF PARKER PEN EMPLOYEES

Shoptalker

VOL. XV NO. 1

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⊕ The Parker Pen Company
Janesville, Wisconsin

Printed in U.S.A.



Member of the International Council of
Industrial Editors and the Wisconsin
Industrial Editors Association

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COVER STORY

Miss Penette of 1959, Renee Welper, graces the cover of this issue. Her picture begins a cover series on the Face of Parker, a broad panoramic study of the types of people who help shape the character of the company.

Ten Years Ago...

Parker Pen wired 50 of its top dealers for an appraisal of their Christmas period and the prospects for 1949. Comment looked like this: "We find some resistance to higher-priced lines..." "Prospects good... same for 1949 with demand for lower price pen..." "Anticipate greater dollar volume on much less price units."

And 10 years ago...

Milton Reynolds, of "writes under water" fame, announced plans to market a cigaret lighter. He was not so successful.

And 10 years ago...

This bit of rhymery came to us in a letter from Los Angeles:

Quinkle, quinkle, little inkle
You're the best there is, I thinkle
Tho my pen is on the brinkle
And it seems about to sinkle
I gave to you just one sly winkle
And you gave my pen a drinkle.
Now on my brow there's not a wrinkle
And in my eye there is a twinkle
For now my pen's back in the pinkle
What a pick-up—good old Quinkle!

The company removed a "51" pen set from the line because it retailed for \$27.50. Here's the "reason", as reported in Shop-talker.

And 10 years ago...

"A dealer sold Mr. Smith a \$22.50 set but thought it was a \$27.50 set and therefore overcharged Mr. Smith \$5.00. As soon as he discovered his error he hired a messenger to return the \$5.00.

"The messenger however was a weak character and refunded only \$3.00 to Mr. Smith, kept \$2.00 for himself.

"Now, Mr. Smith has paid \$27.50 minus \$3.00 or \$24.50 in all. And the crooked messenger has kept \$2.00. The \$24.50 which Mr. Smith paid plus \$2.00 which the messenger kept of course makes \$26.50.

"Nobody can figure out where that other \$2.00 went so we figured he better take this bothersome \$27.50 set out of the line."

Parker Pen and Higher Education



G. Earl Best

(A speech delivered by Earl Best in January
before the National Industrial Conference Board)

SOME 70-odd years ago George S. Parker was instructor of telegraphy in Janesville, Wisconsin. Typical of the teaching profession, his salary was meager. To augment his income, he commenced selling a brand of fountain pens. However, the pens functioned poorly and Mr. Parker felt obligated to repair them. Soon this service work was demanding a great portion of his time, so he decided he could make a better pen, and he did.

Thus, from teacher to pen manufacturer, George S. Parker gave birth to a company that has expanded through 15 subsidiaries and has plants in several foreign countries. Also, Parker has established long-lasting business relationships with 150 foreign distributors. Today Parker pens are sold in all free countries of the world. We have been told that our name is one of the four best known American brand names in world markets.

We have attempted to pioneer in our industry. Through research and development we have been able to evolve new and better writing instruments.

A pen is one of the most frequently used personal accessories. Every literate person uses some type of writing tool. Thus, through the years, teachers have been an important public to Parker because they not only are prolific writers themselves but they have the sometimes difficult task of teaching others to write legibly. It is natural, therefore, that Parker is interested in the teaching profession, not only in regard to the simple writing process but also in the general area of education.

As industries go, the writing instrument business is not large. In fact, Parker can be compared to a big fish in a small sized pond. Since we are



in the very competitive gift field, profits fluctuate. Also, since our principal plant and general offices are located in a city of 35,000, a substantial part of our contributions go to support community welfare and health services.

OUR management believes that corporations should help in the support of higher education. As our cash funds are oftentimes limited, we have sought to enlarge our contributions by dividing our program into two parts—cash and services.

Respecting cash contributions, the Directors of Parker have designated a committee of three members to review and recommend all cash donations. That part of these gifts to higher education may be cataloged as follows:

1. Unrestricted funds for current operations to selected colleges or universities.
2. Funds for special services to selected schools. These would include work study projects, product testing and industry research studies.
3. Funds to the Wisconsin Foundation of Independent Colleges.
4. Student aid funds. Domestically, we give scholarship awards for local high school seniors ranging from nominal amounts to four years of tuition.

Periodically, we give aid to an outstanding scholar in a selected foreign country who wishes to take advanced study in an American university.

Realizing that every school needs more funds, I am not passing over cash contributions lightly, but I would like to discuss the second part of our program which could be, and probably is, followed by many of the companies represented at this meeting—namely services.

1. Four of our top management officials are trustees of colleges. To illustrate some of the work these individuals have done, we will refer to the case of our Executive Vice President, Daniel Parker, who has served five years as Board Chairman of a small Wisconsin college. When he accepted the responsibility, this century-old school was about to close its doors. It was heavily in debt and without a president. Today it is nearly out of debt, operating on a balanced annual budget, has completely rehabilitated its campus, modernized its buildings, substantially raised academic and faculty standards, and its enrollment has increased 100% during the five years.

2. While Parker's President, Bruce M. Jeffris, was President of the Wisconsin Manufacturers Association he suggested and assisted in organizing the Wisconsin Foundation of Independent Colleges. The Foundation provides financial aid to 16 Wisconsin independent colleges. This year it has a goal of \$300,000 to be distributed to the 16 colleges. Mr. Jeffris serves as an advisor to the Foundation.

3. Two years ago Parker's Public Relations Director, Richard Holznecht, was instrumental in inaugurating a Public Relations Course at one of our small Wisconsin colleges. He did most of the planning with school administrators in setting up a course for upperclassmen majoring in business administration. The class is offered twice a week, once following the outline of a recognized textbook, and the second meeting presenting case histories by public relations experts, secured through the assistance of Mr. Holznecht.

4. Technical people, principally from our Research Department, are used by another Wisconsin college as consultants and curriculum advisors.

5. On various occasions our company has cooperated with several Wisconsin colleges and the University in taking student groups, primarily those in business administration, accounting and science classes, on tour of Parker operations pertaining to their interested fields and arranging for top personnel of the company to hold discussion sessions with the groups.

6. Many of our employees appear annually before senior high school groups, giving instructional talks and demonstrations and discussing advance fields of training with them.

7. Parker has, for many years, aided teachers with summer employment, a great aid to school administrators in keeping competent faculty members from leaving the system.

IN closing, a few general observations that might be helpful to those companies starting out on a program of aid to higher education—

1. Make certain that management is in agreement that it wishes to adopt a program.
2. Select an individual or committee to administer the program.
3. Consider adding service as well as cash contributions as a part of the program.
4. Select the schools and forms of aid to be included in the program rather than determining your aid solely on the basis of requests received.



Unseen Pay Hike; Social Security Tax

In spite of the fact that your pay check has a little less in it now than it had in December (due to increased Social Security withholdings) you received a raise in January! That raise was unnoticed. It came in the form of increased company contributions to Social Security for you. The company matches, dollar for dollar, the contribution you make.

As of January 1, the Social Security Administration began deducting 2½ per cent of the first \$4,800 you earn this year. Last year you paid 2¼ per cent on the first \$4,200.

If you earn \$4,800 or more this year, you'll pay \$120 of it to Social Security and the company will pay an equal amount, making the total payment \$240.

Social Security taxes will cost the company \$161,000 in 1959, \$28,000 more than last year. (And it doesn't stop there. By 1969, combined employe-company contributions for Social Security will total 9 per cent of the first \$4,800 in earnings. See chart.)

These increased payments will, of course, provide for greater benefits and must be considered valuable additions to Parker's own employe personal security programs.

The new law increases benefits by about

	1958	1959	1960	1963	1966	1969
Tax base	\$4,200	\$4,800	\$4,800	\$4,800	\$4,800	\$4,800
Your tax rate	2¼%	2½%	3%	3½%	4%	4½%
Company's rate	2¼%	2½%	3%	3½%	4%	4½%
Your maximum tax	94.00	120	144	168	192	216
Company's maximum tax (per employe)	94.00	120	144	168	192	216
Total contribution	189	240	288	336	384	432

7 per cent. For retired on the benefit rolls in December of 1958, monthly payments will range from \$33 to \$116, as compared with \$30 to \$108.50 under the old law.

For those who are entered on the Social Security rolls after December 1958 benefit payments, taking into account the increased earnings base of \$4,800, the range will be from \$33 to \$127 (although it will be many years before anyone can retire and collect the maximum payment.)

Healy Retires

After 35 years with Parker, 15 of them in the Product Planning's secret sanctum called the Model Shop, Emmett Healy decided that 65 was a good age for retirement. As he put it, "I want to do some of the things that a lot of people say they would like to do if they only had the time."

When he left, he carried with him a letter from Russell Parker which commended him on the development of a new and improved method of polishing nibs to the smoothest surface then attainable. It was dated January 29, 1931, and with it was a promise of 10 shares of company stock, plus \$100 a year for 10 years.

That letter records what is probably the largest single bonus for an idea ever given by the company.

Over the Shoulder

They called the decade "The Roaring Twenties." One of the reasons may have been this Parker Pen band. This small society of serious students of scintillating syncopation sallied forth for picnic pleasure back in 1926. And if you listen, ear close to the page, you may still hear a left-over rickey-tickey or shave-and-a-haircut ending from out of the past.



sole purpose of seeing them at work, and (2) it flatters the visitors through public recognition of their presence in the building.

Song Quest

Why don't we have our song "May the Good Lord Bless and Keep You" on Friday?

Reply: The playing of the tune was discontinued for a short time because many people criticized its frequency. But because of insistent requests, it is once again a part of the programming.

Visitor Report

What happened to the decision (or was there one?) that when a large group of visitors toured the plant there would be an announcement made over the loud speakers on who they are?

Reply: An effort is being made to have this done. The idea is good for two reasons. (1) It tells employes who these people are who have traveled some distance for the

Don't forget the Party Line boxes at all bulletin boards. Questions answered, gripes accepted, cheerfully.





Coke Break at Harvard

When Phelps Walker, director of manufacturing, returned to Janesville at the close of the Advanced Management Course given by Harvard Business School, Shop-talker requested a representative snapshot of his activities there. This picture, however, is not representative. But it happened to be the only picture (other than a formal portrait) that the executives, busy with the course, had time to take.



(Above)

His honor the mayor, Count Salazar, extended the official appreciation of the City of Florence when he gave to Mr. Parker the "Barzocco", lion-symbol of the city. The statute was too heavy to be returned by plane with Mr. Parker, so was shipped by surface transportation later.

Parker Pen Ends Head Hunt; Cash to Charity

An estimated 175,000,000 people all around the world read or heard about the company's biggest promotion in some years. This was the 1958 search for the head of Spring, a statue which adorns the Santa Trinita bridge in Florence, Italy.

Giuseppi Fantacci, Parker's distributor for Italy, first fired Janesville with the hope of locating the head, missing since the demolition of the bridge by retreating Nazis during World War II. He, himself, added \$1,000 to the \$2,000 reward offered for the head by the company, and he directed the search from his Florence headquarters.

In the months that followed clues came from everywhere and led to nowhere. Toward the end of the year it was decided that the head could not be found. Finally, in December, the hunt was officially ended. Daniel Parker, in Florence on business, presented city officials with a check for \$3,000 to be used for local charities. And in gratitude, Mr. Parker and the company were awarded medals for "distinguished service to the city of Florence."

(Below)

As a token of the appreciation of the businessmen of Florence, Mr. Mazzoni, vice president of the Merchants Association, presented Mr. Parker with an authentic florin, original coinage of the city, first struck in 1252. A replica of the head of Spring is in the background.



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LADIES IN THE NEWS

Miss Penette of 1959, Renee Welper, is shown as the focal point of attention. Smiling faces around her belong to the eight young ladies who are her Court of Honor. Clockwise from lower left are: Martha Schmidley, Service; Shirley Dalman, Product Planning; Kathleen McCaslin, Files Jacqueline Levihn, Tabulating; Helen McClellan, Personnel; Joyce Stone, Product Planning; Marcia McMullen, Foreign Sales; and Joan Hanson, Credit & Collection.



A sales zone manager's secretary is a pretty important individual to The Parker Pen Company.

To assure that each of these gals is fully aware of the scope and operation of the company, three comparative newcomers came to Janesville for a week of study. Two are shown here learning from Mildred McDonald (seated) Tabulating supervisor. They are (from left) Elinor Cristiano, of Boston, and Betty Bennett, of Atlanta. Mary Kilgore, Dallas, was a victim of a flu bug on this day.



"The Daisy", her flat-tired, battered old hulk saved from a French junk heap two years ago by Daniel Parker, left Janesville recently for the proud confines of the United States Military Academy at West Point (see cut). General Pershing's lovable old Dodge command car is to be restored by cadets and rolled into a spot already selected in the Point's new museum. The car in back of the Daisy is a near-duplicate which will be used for parts during restoration of the Pershing auto. Said the Academy's Public Information Officer, Lt. Col. J. B. Stephens, when the cars arrived: "Whooooeeeee man! How'd we evah win that war?"



Mrs. Mathews Takes Life as it Comes

Mrs. Frances Mathews has a movie star son, but she continues to work in the pen business. A good many women, given similar circumstances, would buy a barrel of pastel slacks, a crate of sunglasses, and fly "Jetstream" to sunny Southern California.

But son Kerwin's successes in Cineland have gone to her heart, not her head. There is a beaming of contentment in Mrs. Mathews' eyes and it showed brightest when Star Kerwin Mathews returned to Janesville recently for a visit.

He is shown here receiving a Parker desk set from Phelps Walker, director of manufacturing.



Tour Group on a Roman Hillside

Bennett Moves to South America

News item: Parker company seeks exec for Brazil post; Jack Bennett, former West Virginia native, is chosen.

Old testament: And in their time of trouble they cast their eyes to the hills from whence help came.

The above quotes seem to wrap up the story of L. Jack Bennett's assignment to Brazil as technical liaison to various Parker interests there.

Bennett was born in Clarksburg, W. Va. and joined Parker Pen in 1947 following service in the U. S. Navy. He was a process engineer from 1947 to 1951 when he was named general foreman. In 1953, he was appointed to the position of chief process engineer and two years later was named general superintendent of Arrow Park.

While Bennett's first assignment will be in Brazil where Parker has a licensed ink plant and a distributor, he will serve as a roving advisor in several Latin American countries.

The Bennetts have two children, Charlotte, a sophomore at the University of West Virginia (Jack's Alma Mater), and

Jack Jr., a junior at Janesville High School. Both will join their parents at the end of their respective school terms, but will return to the U.S. to resume schooling in the Fall. Jack Jr. will finish high school in Clarksburg.



NOTES ON AN EUROPEAN TOUR

Part Two from a Daily Diary

25 June 1958. Brussels.

Weather was beautiful while seeing the Grand Place. Flower stalls in the center were most outstanding.

Bought strawberries as big as plums, Bing cherries and Belgian candy. Shopkeeper didn't appreciate pinching the berries and came out with a firm and grumpy "No tooche" (ne pas touched, actually). We "no tooched."

Wandered down side streets and people seemed very friendly. Everyone is excessively polite. Cars go through narrow streets like crazy.

The Fair is a leg-wearing affair, but wonderful in all respects. Took a

ride on the open-sided busses, walked, rode the "poosh-poosh."

Gunns ate lunch in American Pavilion. Rene, wife and mother in Russian, Judge reported a conversation with a Russian, a Hungarian (Budapest) and an American journalism student studying for his masters in Belgium. Marie Wendt bought a lovely amethyst at the Fair, cost \$7.00 in French Pavilion. Father Grotkin got his beret. Also visited friends at University of Levene, very quaint, streets 10 feet wide, little, narrow shops.

26 June 1958.

7:30 a.m. Driving through Belgian





A big wheel of famous Wisconsin cheese accompanied the tourists to England where, in a special ceremony, the people of Parker in Wisconsin presented to the people of Parker in England a bite

of their countryside noticed that there were no wood buildings. All brick, stone or other hard building materials.

Left Belgium 9:05 a.m. Entering Holland, stopped at customs.

Arrived Hague and resort town beyond for stop. Photographers went one way, souvenir hunters another.

Over 1 million people, 550,000 bicycles in Amsterdam. Only 30,000 cars. Even dignified elderly ladies ride bicycles, packages on rear luggage carrier. Children ride on a rear seat. Many of the bicycles are motorized. Some bicycles push their loads, the front wheel being double. Four-hundred eighty bridges in Amsterdam. In a shop near Amsterdam, a lady came up to Dan Finnane and said "Do you speak English?"

Kerwin Mathews with Clover Productions, Inc., brought Oh's and Ah's from the ladies when introduced. Quite a stir. Shook hands all around, signed autographs and in general exuded a bearded charm. He was doing a picture in Amsterdam, was contact-



ed by the Gunns and graciously took time to come to the hotel and meet the group following dinner.

27 June 1958. Amsterdam.

Long thin oval slices of cheese served with breakfast rolls and coffee.

First 10 minute stop in Arnheim just short of border. Real native flavor to coffee shop, coffee not so good.

Bus windows so steamed up and rainy difficult to see out. Crossed border at Emmerick. Big groan when Rene announced passports would not be stamped. Everyone wants to be able to prove where they've been. 12:50 arrived Dusseldorf for lunch. Still signs of bomb damage.

Visit to Cologne Cathedral was impressive. Especially the carving around the entrance. Usual dusty feeling associated with cathedrals. Repair work going on. Took several centuries to complete, then was damaged by bombs.

28 June 1958. Koblenz.

Koblenz is a story-book town as is the country. The drive down the Rhine with its vineyards on the steep hills and castles is everything we thought it would be and more. Many barges and boats on the Rhine.

In St. Goarshausen visited a wine cellar, where we were given free samples of Moselle wine.

Boarded Rhine steamer at 11:45 a.m. River is very swift and variety and sizes of boats is amazing. Passed Lorelei Rock. Got off steamer at Rudesheim.

Took Autobahn along edge of Odenwald forest. Comment by Junette Brummond on seeing road sign: "Wurms is an underground city." Laughs and groans.

29 June 1958. Heidelberg.

Arrived Heidelberg 6 p.m. Visit to castle high over Heidelberg was brief, view obscured by mists. Photos impossible. Most spectacular thing about castle was the wine cellar with its huge 50,000 gallon cask.

Left Heidelberg 8:15 a.m. Hellands still wrestling with large package containing camel skin hammock purchased at fair.

Passed farmers haying in the fields, using bullocks.

Left Germany 4 p.m. Stuhlingen. Crossed bridge and went through Swiss customs. Falls at Schaffhausen were beautiful—divided similar to Niagara. Weather has really warmed up. 6:30. Reached Zurich, largest city in Switzerland. Had cold drink under umbrella of hotel restaurant.

1 July 1958

At Chiasso on Italian-Swiss border, customs man in white uniform came aboard with his stamp. Those who

bought luxury item in Switzerland for \$40.00 or more (for instance, watch containing gold) had to present declaration cards.

Northern Italian farmers were haying, some with mule, some with tractor. Mostly hand labor. West from Bergamo, and all down the Po Valley, it looked quite fertile. Barns open on the side. Most buildings are crumbly, but picturesque with red tile roofs. Many grapes on vines grown on overhead racks, rather than on poles as along the Moselle.

Passed through Brescia and Verona of Romeo and Juliet fame. Everyone getting saddle sore. Some 300 miles today, over the Alps from Luverne to Venice—15 hours on the bus.

St. Mark's Square, about a half block from hotel, is huge, paved entirely with stone, surrounded on three sides by colonnaded buildings with shops and on fourth, the Cathedral. In center, tall tower. Several orchestras play simultaneously for any who care to listen, and the music is excellent.

2 July 1958

Loaded gang into two motor boats, large size, for visit to glass factory. Very young boys, apprentices, working about. After 15-18 years, they are glass makers. Had opportunity to see glass being blown and turned. Some of the items—a glass pheasant for instance—was cut while hot with scissors. Walked back to hotel through St. Mark's Square. Pigeons by the thousands.

Dinner at 8 p.m. They eat late on the continent in general.

(To Be Continued in Next Issue)



INSIDE CAPE CANAVERAL

THE United States' greatest achievements in rocketry thus far have been attained by the Air Force Atlas missile. And to most of the nation these flights into the unknown are seen as blurs of motion or streaks of light. But to the 40 men who occupy the squat concrete blockhouse at blast off, they are days and weeks of careful labor over a

towering machine culminated in a fearsome roar and belching smoke and fire.

These official Air Force photographs were sent to us by John M. Fleming, a Milton College graduate, who is now assistant manager of the RCA Documentary Photographic Unit at Patrick Air Force Base, Florida.

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Fueling is one of the final operations in countdown. Frost caused by liquid oxygen coats the big missile.



Daylight and ready to fire — THEN . . .



WOOSH...



A thundering roar
fills the air
at Cape Canaveral
as the giant Atlas
missile streaks
into outer space.
(See Pages 14 and 15).

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